



Belfast City Council

Report to:	Development Committee
Subject:	City Marketing
Date:	16 September, 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Lisa Toland, Head of Economic Initiatives & International Development, ext 3427

1	Relevant Background Information
1.1	In August 2013 Members considered an update paper in respect of an International Marketing Framework for Belfast.
1.2	The report considered City Marketing and positioning. Members approved the following; <ul style="list-style-type: none">• The development of a city narrative.• A refresh of the City Brand ensuring it reflects the city's ambitions, its values and narrative, which is collectively owned by the City's stakeholders.• Agreed target audiences, product development priorities, marketing materials and communications channels, including a strong digital, on-line presence.• Agreement on the optimal structures for co-ordinated marketing of the city.
1.3	Members agreed to the recruitment of an external city marketing expert to undertake this piece of work and approved a budget of up to £50,000 from the existing City development budget to carry out the work.

2	Key Issues
2.1	Recruitment of the external agency/ City marketing expert has been delayed due to the need to align this with other related activity taking place in the Council, including the review of marketing and the community planning process. It is also important that this aligns with a similar project being undertaken by Invest NI and NITB given Belfast's importance in a regional context.
2.2	This piece of work is now underway and there have been some opportunities for council officers to feed into the development of the draft proposals. This will provide a useful regional perspective to help frame the repositioning work for Belfast.

2.3	In parallel, Members will be aware of a range of strategy development activities being led by the council. These include the Regeneration Strategy and Investment Plan, the draft Integrated Tourism Strategy and draft Economic Strategy. All of these documents touch on the need to define the city narrative in order to help position Belfast and secure buy-in from partners.
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3	Resource Implications
3.1	£50,000 has already been set aside within the existing City development budget during financial year 2014/15.

4	Equality and Good Relations Considerations
4.1	No specific equality or good relations considerations.

5	Recommendations
5.1	<p>It is recommended that Members:</p> <ul style="list-style-type: none"> - Note the contents of this report; - Give delegated authority to the Director of Development to approve the most economically advantageous tender for the city positioning work, subject to a form of contract being drawn up by Legal Services.

6	Decision Tracking
	<p>An update report will be brought back to the Committee in January 2015</p> <p>Timeline: January 2015 Reporting Officer: Lisa Toland</p>